



Communications Specialist

Tennessee Department of Treasury

To apply, submit your resume to: Treasury.Resumes@tn.gov

The Tennessee Department of Treasury impacts the lives of Tennesseans every day. Treasury is responsible for many of the financial operations of state government, including managing more than \$60 billion in assets through its various investment programs. We administer the State's Retirement Program, RetireReadyTN, which combines the state pension plan, Tennessee Consolidated Retirement System, and the State's Deferred Compensation plan. Treasury serves all Tennesseans by helping to educate and empower them to make smart financial choices, and by providing public-serving programs in the areas of college savings, financial literacy, unclaimed property, criminal injuries compensation, and more.

Job Overview:

Treasury is looking for an enthusiastic individual to join our Communications team to help us increase and enhance current communications efforts for Treasury programs. The Communications Specialist will help develop, execute and measure effective communication strategies.

Key Responsibilities:

- Work with Communications Team to develop, implement and enhance communication strategies for various Treasury programs.
- Develop innovative ways to incorporate digital media and other visual elements into communications efforts.
- Write content for internal and external materials, including newsletters, press releases, web content and more.
- Design graphics and publications that can be printed or distributed electronically.
- Assist the Communications Director in all areas as needed, including brainstorming new ideas, proofreading materials, scheduling the release of communications to ensure maximum effectiveness, and more.
- Increase audience and engagement for Treasury Programs across 14 different social media pages, including Facebook, Twitter, Instagram, and LinkedIn.

Qualifications:

- Excellent communicator and creative thinker, with an ability to utilize data help programs make informed decisions
- Skilled at prioritizing and completing multiple projects with exceptional organizational and planning abilities
- Experience in copywriting and editing; Working knowledge of MS Office
- Adobe Creative Suite experience desired; experience with graphic, photo, and video-editing software is an asset
- Graduation from an accredited four-year college or university with a bachelor's degree
- Experience in web design, web content management systems, and web content production is a plus
- Basic knowledge of HTML and web development best practices is a plus

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